MAY 1970 MARK THE COMING OF SPIRITUAL PEACE AND UNITY IN THE HEARTS OF ALL MANKIND

And I saw a new heaven and a new earth: for the first heaven and the first earth were passed away: and there was no more sea.

And I John saw the holy city, new Jerusalem, coming down from God out of heaven, prepared as a bride adorned for her husband.

And I heard a great voice out of heaven saying, Behold, the tabernacle of God is with men, and he will dwell with them, and they shall be his people, and God himself shall be with them, and be their God.

And God shall wipe away all tears from their eyes; and there shall be no more death, neither sorrow, nor crying, neither shall there be any more pain: for the former things are passed away.

And he that sat upon the throne said, Behold, I make all things new. And he said unto me, Write: for these words are true and faithful.

And he said unto me, It is done. I am Alpha and Omega, the beginning and the end. I will give unto him that is a thirst of the fountain of the water of life freely.

He that overcometh shall inherit all things; and I will be his God, and he shall be my son.

Revelation 21:1-7

A THOUGHT FOR CHRISTMAS

One of the most pleasant traditions of Christmastime is the giving and receiving of gifts. This year, let us reflect for a moment on those gifts we all share and enjoy. Perhaps you can add to the list.

The dawn of a new day.
The mountains, the desert, the sea.
Our parents.
The silent church before service begins.
Our first love.
Our family and friends.
Our being able to work.
The magic of prayer.
Our dreams.
Our country.
The love of a child.
The gift of Jesus.

How humble our own gifts are compared to those given by God.

May I take this opportunity to extend my best wishes for a joyous Christmas and a New Year full of happy events.

L. R. Hess

THE TURNTABLE

VOL. 5 NO. 9 RICHMOND, INDIANA DECEMBER, 1969

A PERSPECTIVE OF MERCURY'S FUTURE

Mercury Records President, Irwin H. Steinberg.

(In the article reprinted below the comments of Mercury's new President, Irwin H. Steinberg, provide us with a perspective of our Company's future. The article was written and recently released by Publicity Director Ron Oberman at Mercury's Chicago offices.)

With his appointment as President of Mercury Record Corporation, Irwin H. Steinberg plans to spend much of his initial time in the post girding the already strong relationship between Mercury in the U.S. and affiliated Philips Phonographic Industries labels in Europe and elsewhere.

Steinberg, who was named to succeed Irving B. Green as chief of the Mercury operation, stated: "The way the Philips organization is structured, the entire world is our marketplace."

"In the future, we can expect to see many of our acts gaining international recognition. At this moment, for instance, the Sir Douglas Quintet's 'Mendocino' is one of the biggest international hits of all time. In tiny Switzerland, more than 50,000 copies have been sold, and this incredible success is being repeated in other European countries such as Holland and Germany."

"Likewise, we plan to draw even more from our foreign affiliates and their wealth of product. In the past, we have made names here of such unknown (to U.S. audiences) acts as Paul Mauriat, the Singing Nun and the Swingle Singers, just to name a few."

He added that Mercury is on the verge of breaking in the U.S. "Je T'Aime . . . Moi Non Plus," a Top 10 single throughout Europe. "Also," he said, "David Bowie, a phenomenal artist signed through Mercury's own London office, is now in the Top 10 in England with his 'Space Oddity.'"

Steinberg, who joined Mercury at its inception in 1946 and became Executive VP in 1960, also stated that in the future there will be a closer relationship with companies within the North American Philips Corporation structure, of which Mercury is an integral part.

"We have excellent people and a strong organization which sits inside the North American Philips corporate structure," he said. "North American Philips has huge plans in the entertainment field, with Chappell's acquisition being only a beginning. This will add thrust to our own plans."

Steinberg's "plans" are many, with three priority items being the addition of creative talent to existing staff, the securing of the best possible product, and a further bolstering of an already strong promotion staff that includes, besides national men, four regional directors and some 30 local men in the field.

(CONTINUED ON PAGE 8)

Dave O'Connell Named Treasurer-Controller

Dave O'Connell

Mercury President Irwin Steinberg recently announced that Dave O'Connell, well-known to many of our salaried employees, joined Mercury Records' Chicago office on November 28 as Treasurer-Controller.

Dave, a certified public accountant, has audited our financial records for the past several years as a representative of the firm of Smith and Harder, public accountants. He succeeds Bill Klusmeyer, who has been promoted to Assistant to the President.

SALARY CHRISTMAS PARTY ARRANGED FOR DECEMBER 20

The annual Salary Christmas Party will be held this year at the National Guard Armory at 1200 West Main St. in Richmond. Scheduled for the evening of December 20, the committee feels very fortunate in obtaining Johnny McCoy and his band for dancing. The McCoy Band will please young and old as they play varied styles for all tastes and age groups.

Present plans call for a hot buffet dinner to be catered. Decorating of the Armory and tables should provide a festive atmosphere for the evening's activities. Door prizes will be awarded to the holders of winning tickets.

FONTANA SINGLE TOPS BILLBOARD'S HOT 100 CHART

The success of Steam's "Na Na Hey Hey Kiss Him Goodbye" on our Fontana label, which topped Billboard's Hot 100 Charts this month, established several firsts, including the joint venture between Mercury Records and independent producer Paul Leka's Heather Productions.

Bob Reno, Director of Recorded Product for Mercury in New York, advised that the single also marked the beginning of a business relationship between MRC Music, Mercury's publishing wing operated by Al Peckover, and Leka's Little Heather Music firm.

Steam recorded their No. 1 single at Mercury Sound Studios in New York under engineer Warren Dewey and John Eargle, chief engineer.

Our present production figures show that we have produced over 1,200,000 pressings of this hit record.

WHEN IS CHRISTMAS?

The nativity scene is the true symbol of Christmas, but although the holy day is celebrated on December 25, no one knows the exact day or year of Christ's birth. Some authorities claimed it was January 6; others, March 25.

Historically, there is good reason to question the date, for His birthday was not celebrated until 400 years after his crucifixion and resurrection.

Published by and for the employees of Mercury Record Mfg. Co.
Editor ..... James Mathewson
Ass't. Editor ..... Phil Pace
Varitypist ..... Marilyn Martin

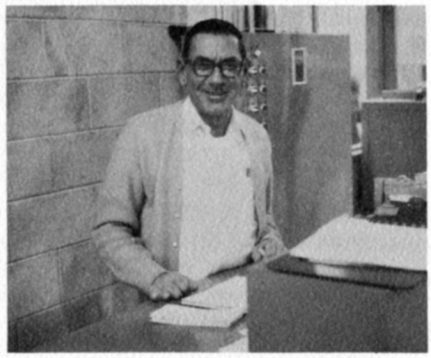
Know your Foreman

CLEM DAY

First shift Record Finishing Foreman Clem Day was born at Eglon, Kentucky, but he has been a Richmondite since the age of six years. He has over three years experience as a first line supervisor with Mercury Records.

Clem and his wife, Martha, live at 484 Hampton Drive, Richmond. Martha is an employee of INA Insurance. They have one daughter, Kathy, who is now attending school at Northeastern.

Basketball and bowling are Clem's favorite recreational activities. He is presently a member of Mercury's bowling team. (Clem was also a star performer on our management softball team when we beat Mercury's regular league softball team last summer - Asst. Ed.)



CHARLIE BECKMAN

Charlie Beckman was recently promoted to second shift Foreman in Record Finishing. He began work with Mercury Records on October 25, 1967, and he was working as an album machine tender when he became one of our first line supervisors on August 4, 1969.

A native of Richmond, Charlie and his wife, Lusaida, and their two children reside at 319 South 9th Street. Lusaida is presently employed by Richmond State Hospital.

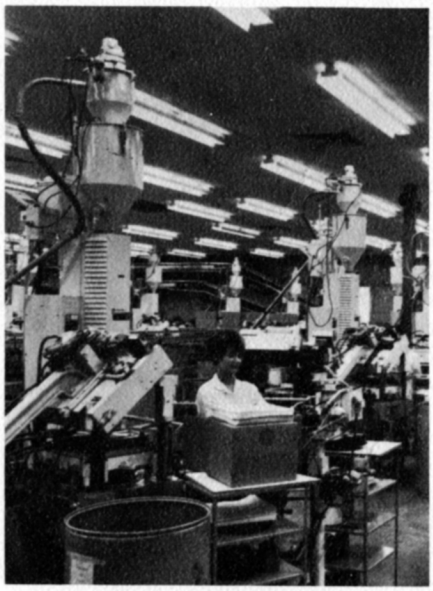
Charlie finds his rest and relaxation in fishing. With a grin, he also advised us that he is a graduate of S.H.K. (School of Hard Knocks.)

HERE'S WHY I SAVE AT MY CREDIT UNION:

It's so easy to save systematically because I set aside money each payday where I work — money I wouldn't have been able to save otherwise. You get a good return on savings deposited in the credit union, too. Another advantage of saving the credit union way is that I get valuable life insurance along with my savings through the credit union insurance society — CUNA Mutual."

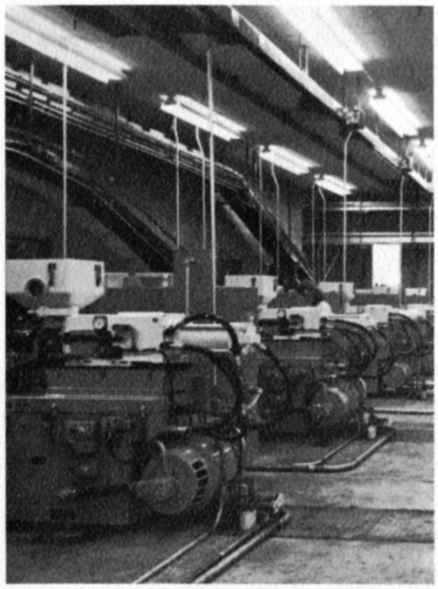
FOUR DEPARTMENTS RECEIVE NOVEMBER GOOD HOUSEKEEPING AWARDS

As announced in the last issue of The Turntable, four departments were selected as award winners in the November Good Housekeeping Contest. After a careful inspection of the competing departments, it was revealed that Compression, A.S.M., Printing, and Record Finishing topped the list.



COMPRESSION
1ST PLACE

Receiving the Good Housekeeping Award on behalf of their respective departments are, from left: Printing Manager George Moore; 1st shift Compression Foreman Everett Burns; A.S.M. Foreman Harold Williams; and 1st shift Record Finishing Foreman Clem Day. Each department's name will be engraved on one of the 12 plates on the trophy shown above.



A.S.M.
2ND PLACE

PRINTING
3RD PLACE

The following shows how each department ranked in comparison with all other departments participating in the Good Housekeeping Contest:

1. **Compression**
2. **A.S.M.**
3. **Printing**
4. **Record Finishing**
5. **Camera**
6. **Label**
7. **Shipping**
8. **Maintenance**
9. **Repack**
10. **Machine Shop**
11. **Album**
12. **Receiving**
13. **Album Warehouse**

RECORD FINISHING
4TH PLACE

JATRACO RECEIVES CHARTER

By Bill Lange

Members of Mercury Records' management staff presented the official Junior Achievement Charter to the officers of JATRACO on Monday night, November 10, 1969. Bill Montgomery, Plant Manager, as well as a member of the Board of Trustees of Junior Achievement, Clarence France, Controller, and Jim Mathewson, Industrial Relations Manager, made the presentation to Jennifer Porfidio, JATRACO's vice president of sales.

Junior Achievement companies observe the same rules and regulations which govern state-chartered corporations. The Charter represents JATRACO's license to do business as a Junior Achievement corporation. Mercury's management staff assisted in this aim by being available to answer questions of Achievers concerning corporate organization and management.

JATRACO is off to a fine start in the month of November. Its product, a stainless steel cake and snack serving tray, remains in great demand. Extra production days are required to keep up with orders. It is a product that any company could sell with pride for much more than the $2.00 selling price.

The help of everyone has been greatly appreciated. We ask your continued assistance in making it possible for these young Achievers to earn and learn about our free enterprise system.

Industrial Relations Manager Jim Mathewson presents Junior Achievement Charter to JATRACO's vice president of sales, Jennifer Porfidio. Looking on, from left, are: Plant Manager Bill Montgomery and Controller Clarence France.

The message of Richmond's Junior Achievement Activities reach as far as the New York City offices of North American Philips Corp. Jack C. Armstrong, of North American Philips Facilities Planning Group, is shown handing a check to Janice Anderson, Ass't. Treasurer of JATRACO, for the sale of 45 stainless steel serving trays purchased by employees in his home office.

Jack Armstrong became interested in Junior Achievement's goal of informing teenagers on the merits of our free enterprise system. Through his efforts the young achievers learned more about finding and selling their markets. Jack summed up his visit with the achiever representatives by saying, "Boy, they sure are an enthusiastic group."

JATRACO's busy production line.

MANAGEMENT EMPLOYEES ATTEND SEMINAR

Saturday December 6 was a day of schooling for four of our employees. Jerry Haynes, Chuck Turner, Jake McGlothin, and Logan Patterson attended a one-day seminar titled "Releasing Your Latent People Power". The seminar at Earlham College was presented by Delmer Burnett of the Belden Corporation in conjunction with the Industrial Management Club. The course was designed to improve and renew the skills and confidence needed by supervisors and managers, and it covered the following topics:

1. The Power of Supervisory Suggestion.
2. Effective Communications.
3. The Power of Concentration and Imagination.
4. Fundamental Slide Rule.
5. Effective Reading.

All those who attended the seminar felt that they had gained much from the practical instructions.

NEW CHECKING ACCOUNT SERVICE OFFERED TO MERCURY EMPLOYEES

Under special arrangements made by Accounting Manager Ted Stephen with the First National Bank of Richmond, Mercury employees - both hourly and salaried - may have their payroll checks automatically deposited in a checking account with the bank.

There are plans to add other service benefits to this automatic checking account deposit system sometime during the first quarter of 1970.

Employees who are interested in receiving the advantages of this new plan should contact Maxine Price in the Accounting Department. If you presently have a checking account at the First National Bank, you will need your account number in order to make arrangements for the automatic deposit of your payroll check to your account.

The benefits of this direct deposit checking account plan are twofold:

1. It eliminates the time consuming trip to the bank each payday to make checking account deposits.
2. It results in a cost savings to the employee inasmuch as there is no service charge assessed under this system. Elimination of the service charge will mean a savings of about $1.00 or more per month for most employees, and those who use checks more extensively will realize a savings of from $30 to $40 per year.

LIFTING THE SAFE AND EASY WAY

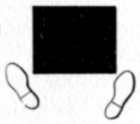
MANY EMPLOYEE INJURIES ARE CAUSED BY POOR LIFTING HABITS. THESE PAINFUL INJURIES CAN BE COMPLETELY AVOIDED IF EMPLOYEES WILL FOLLOW THE SIMPLE LIFTING PROCEDURES ILLUSTRATED BELOW. PROTECT YOURSELF - TAKE TIME TO STUDY THESE EASY-TO-FOLLOW RULES AND THEN APPLY THEM EACH TIME IT IS NECESSARY FOR YOU TO LIFT AN ITEM AT WORK OR AT HOME.

get set!

Now, to lift and to lift without hurting yourself.

Take the right position

One foot a little ahead of the other. Toes pointing slightly outward. Feet about as far apart as your shoulders.



Squat as close as possible to the load

Keep your back upright.

Grasp the item firmly by diagonally opposite corners

One hand to pull it toward you—one hand to lift. Tilt the load, if necessary, to get one hand underneath.

GO!

Draw the load close to the body with your arms

as you

Lift yourself and the load with your legs

Keep your back straight

To turn — move only your legs and feet.

Squat to set the load down

Ease it onto one corner or a block so you won't pinch your fingers.

MERCURY EMPLOYEES RECEIVE FIRST AID CERTIFICATES

On Wednesday, November 12, seven Mercury employees received American National Red Cross certificates acknowledging their successful completion of a five-week course on first aid. Instructor William Hittle of the Wayne County Chapter of the American Red Cross, who conducted the two-hour training sessions in the Industrial Relations Office, awarded first aid certificates to the following employees:

Jan Bostick
Vernon Taylor
Howard Sittloh
Anthony Benge
John Davis
Paul Mifsud
Paul Smith

American Red Cross first aid certificates remain in effect for three years after the date they are awarded.

(A PERSPECTIVE OF MERCURY'S FUTURE - CONTINUED FROM PAGE 3.)

He said he is particularly seeking out more staff and independent producers to work with Mercury's offices around the country, especially in Los Angeles and San Francisco. Currently, Bob Reno, as Director of Recorded Product, is in New York and is making substantial contributions to the pop product scene. Jerry Kennedy, A & R Director for C & W product in Nashville, has half a dozen hits on the country charts. Robin McBride, who came to Mercury in Chicago from Folkways, is responsible for the two best-selling Moog LPs, "Moog Groove," and "Electric Love," and reviews all product from European affiliates. Bob Sarempa in San Francisco has been responsible for all product coming out of that area.

"And although we're the hottest company in the C & W field and have some of this country's top R & B acts in such artists as Jerry Butler, Moms Mabley and Dee Dee Warwick, we can always use more help in these areas," Steinberg said.

The 23-year veteran of the record industry also indicated that he plans to make additional appointments, from within the corporation, on the executive level. He recently named Lou Simon Vice President for Sales and Marketing and John Sippel as Vice President for Promotion and Artist Exploitation. At the same time, he made the move from a wholly-owned branch system to independent distribution.

With earlier reorganization, Bob Scherl was named to assist Sippel in the area of promotion. In addition, the structure was set up to allow Art Director Desmond Strobel and Merchandising Director George Balos to report to Simon with Publicity Director Ron Oberman reporting to Sippel. Other areas -- classical, Joe Bott; tapes, Harry Kelly, and budget, Morris Price, remain unchanged.

"We expect, too, to have the best physical resources in the country," Steinberg maintained. "Our new multi-million dollar plant---the most modern and best equipped in the industry---will be dedicated early in 1970. The corporation's New York and San Francisco studios are nearing the full operational stage. Additional studios and offices in Los Angeles and Nashville will be constructed soon. All studios are under the supervision of John Eargle.

"Our doors are open to any and all who have ideas that can help us grow more," he stated. "I hold an especially high degree of respect and admiration for this country's young people, especially those who are making contributions to the music scene."

"From our humble beginnings our achievement has been extraordinary. Now we want to build even further."

1970--EDUCATION YEAR

The United Nations General Assembly has designated 1970 "International Education Year."

Two major conferences will provide a focus for taking stock of the current educational situation and for working out new policies. The first will be the 22nd International Conference on Public Education, to be held at Geneva in July 1970; the second is the World Conference on Agricultural Education and Training, scheduled for Copenhagen from July-August 1970.

THOUGHTFUL SOLUTIONS FOR '70 RESOLUTIONS

1. Smile. It costs nothing, but it is more valuable than gold.

2. Recognize that each person has individual worth no matter how he has failed.

3. Honor the true as you see truth. Let your sight be guided by fact.

4. Praise your country and strive to keep it on the road of righteousness. You are a part of all that is.

5. Take time to listen to the very young and to the very old. They need your ears and your understanding.

6. Be kind. Too often people are more thoughtful of their pets than of their fellow human beings.

7, Do justly. Let no one condemn you for lack of character.

8. Admit you are wrong when you are. Accept criticism in a friendly manner and learn from each experience.

9. Honor your family, your friends, your associates, yourself by playing square with the world. There is no substitute for the old-fashioned virtues which remain as new as tomorrow.

10. Obey the Golden Rule because you have a sound heart and a good soul.

MERCURY RELEASES ORIGINAL CAST ALBUM OF "THE LITTLEST ANGEL"

Backed by one of the heaviest promotion and merchandising budgets in its history, Mercury Records has just released the original cast album of "The Littlest Angel," the Hallmark Hall of Fame 90-minute special seen by some 50 million viewers on NBC-TV on Saturday December 6.

Lou Simon, Mercury VP for Marketing and Sales, predicts that the deluxe set, issued in a special double-fold, "pop-up" package, will be one of the biggest LPs of all time. He has already earmarked $50,000 for advertising.

The LP got a special boost on the night of December 6 when a special credit on the screen stated that the original soundtrack is available on Mercury Records.

In addition to Johnnie Whitaker (who played the Littlest Angel), other featured performers in the show were Fred Gwynne, E. G. Marshall, Cab Calloway, Tony Randall, John McGiver, George Rose and Connie Stevens. Taped in a special "Chroma Key" system, which enabled certain objects to become invisible on the video tape, "The Littlest Angel" told the story of how a child's humble gift for the infant Jesus won special approval from God. The show was based upon the classic Christmas tale by Charles Tazewell.

Hallmark heavily supported the program, expected to be one of the most popular in television history, with full-page ads in newspapers and other publications throughout the country, and Mercury is tieing in with additional newspaper ads as well as space in TV Guide and other periodicals. A massive co-op ad program went into full swing on December 7, the day after the show.

ABOUT OUR COVER

The artwork for this holiday season issue of The Turntable was accomplished by Jim Reynolds of our Office Service Section.

We discovered Jim's artistic ability shortly after he joined Mercury in October, 1968, and since that time we have enlisted his talents to provide the artwork for several projects including the design of two labels and an album cover and liner for our custom sales clients. Jim has been a student of Art Instruction Schools since 1967.

The passage from Revelations is cited as a reminder of the peace and harmony of a "new heaven and a new earth" available to the world when we all, individually and collectively, submit our lives to the government of God.

BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR!